



# TAKE:1

Media pack and  
production details



TAKE:1 IS NOT JUST  
A FILM CELEBRITY  
MAGAZINE. I WISH  
IT ALL THE BEST  
AND EXTEND MY  
WHOLE-HEARTED  
SUPPORT TO IT.

MOHANLAL [ACTOR]

## A SHARED VISION

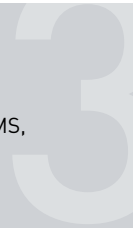
FOR ALL OF US, COMMUNITY IS IMPORTANT. SHARED CULTURE, SHARED DREAMS, SHARED HISTORY, SHARED EMOTIONS.

That's even more important for NRIs, working far from home to provide better futures for their families and needing the comfort of community to make absence bearable.

For many, the easiest connection to back home comes via cinema - film brings people together in a way unmatched by any other medium. Families, friends, colleagues - all are united by an interest in films and their stars.

Unfortunately, however, there doesn't exist a clean, intelligent, friendly Malayalam film magazine that can educate and inform, enthuse and entertain.

Until now.





I WISH ALL SUCCESS  
TO THIS INITIATIVE.  
I WILL BE THE FIRST  
SUBSCRIBER OF  
THIS WONDERFUL  
MAGAZINE!

GEETHU MOHANDAS [ACTRESS]

## TAKE: 1

TAKE: 1 IS A QUALITY FILM AND CELEBRITY MAGAZINE FOR MALAYALAM-SPEAKING NRIS IN THE GULF AND BEYOND. THE INTENTION IS SIMPLE: TO BRING TO THIS MARKET A WORLD-CLASS MAGAZINE - NOT JUST THE BEST KERALITE OR INDIAN FILM MAGAZINE, BUT ONE THAT CAN STAND HEAD HIGH AMONGST THE BEST FROM EUROPE AND THE US.

Its focus is celebrities - stars and musicians, directors and producers. However, unlike other magazines serving a mainly domestic Malayalam audience, TAKE:1 will look at the people behind the persona, at the stories that mould and continue to inspire the personalities and the culture and roots that underpin the celebrities, the industry and the Keralite people, wherever they may be.

Critically, it will deliver this in a positive light, shunning sleaze and gossip. TAKE:1 is a magazine that any Keralite, anywhere in the world, will be proud to share with the family, with friends, with colleagues. It is an ambassador for all that is best about culture and the creative and dynamic South Indian stars.

A unique opportunity to reach a focused community, brought to you by the regional partner of OK! Magazine (the leading celebrity magazine) and IDG (the world's largest IT publisher). CPI is committed to delivering a glossy, family-oriented publication that also offers regional stars a global platform.

This monthly 120 page, glossy super-A4 size sensation is unique - nothing else comes close! That's why it has already received the endorsement of the top celebrities.

## CONTENT:

A HIGHLY EXPERIENCED TEAM OF EDITORS AND PHOTOGRAPHERS IS BASED IN COCHIN, COVERING THE WHOLE SOUTH INDIAN FILM INDUSTRY. DESIGN AND PRODUCTION WILL INITIALLY BE IN DUBAI, WITH THE INTENTION OF TRAINING LOCAL DESIGNERS TO MEET GLOBAL STANDARDS.

A mentoring scheme involving regular internships will help to raise the bar for entrants to the local media community.

All content - written and visual - will be exclusive to the magazine. As the region's only pro celebrity title, it will not depend on the usual drip feed of press releases and carefully managed media events - instead, the stars and creative people themselves will approach the magazine, eager to share their experiences and thoughts. The positive nature of the publication will ensure the full co-operation of the industry and exclusive interviews and on-set content will flow naturally, given the non-sleaze commitment by the publisher.

In addition, TAKE:1 is inviting key industry players to contribute regular columns as well as sourcing features and interviews from celebrity Keralites worldwide, through CPI's global network of partners.

## ABOUT CPI:

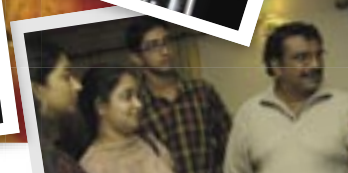
THE MAGAZINE IS BEING PUBLISHED BY CPI MALAYALAM, A DIVISION OF U.S. AND DUBAI-BASED CPI (CORPORATE PUBLISHING INTERNATIONAL).

CPI has been active in the Middle East for more than 15 years. Its company slogan of 'From global to local, local to global' reflects its commitment to serve the market with high quality products as well as to promote local talent and industry on a wider scale. It currently publishes OK! Middle East - a local edition of the market-leading celebrity magazine - as well as a number of computing titles as the regional partner of IDG, the world's largest and most respected IT publishing company. In addition it publishes the widely respected Banker Middle East, serving the Gulf's financial community, as well as a number of guides, yearbooks and one-off projects.

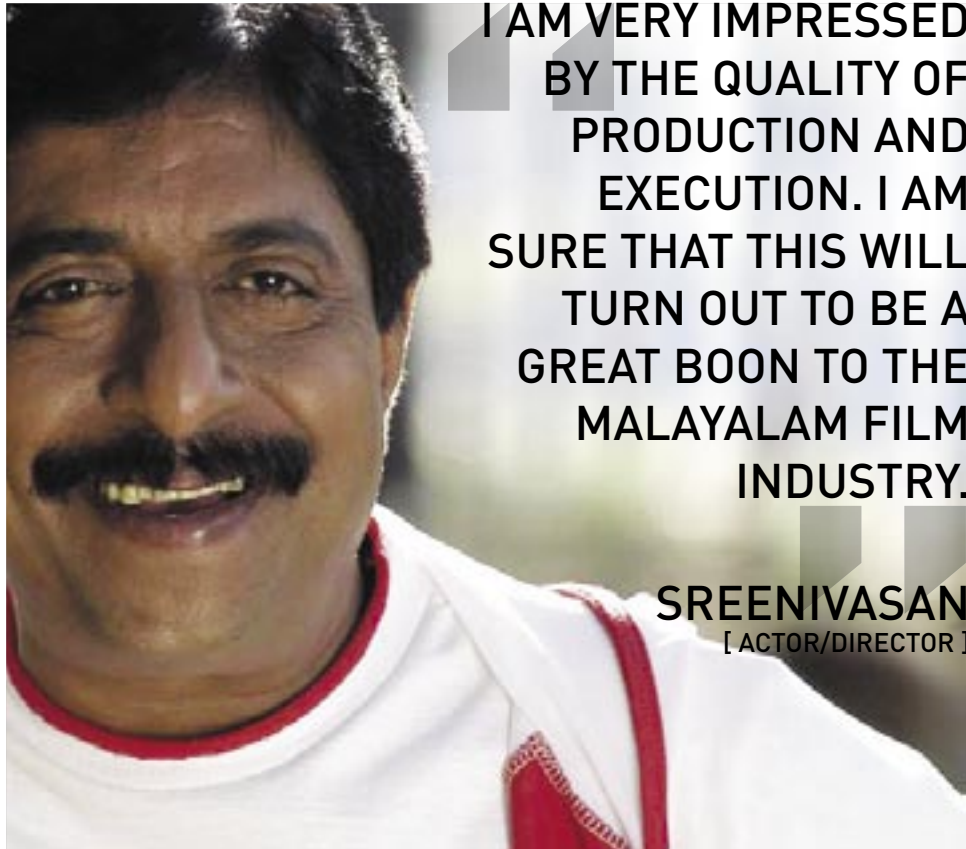


# TAKE:1

A WORLD OF DIFFERENCE - A MARKETING OPPORTUNITY



THE VOICE OF A COMMUNITY...



I AM VERY IMPRESSED  
BY THE QUALITY OF  
PRODUCTION AND  
EXECUTION. I AM  
SURE THAT THIS WILL  
TURN OUT TO BE A  
GREAT BOON TO THE  
MALAYALAM FILM  
INDUSTRY.

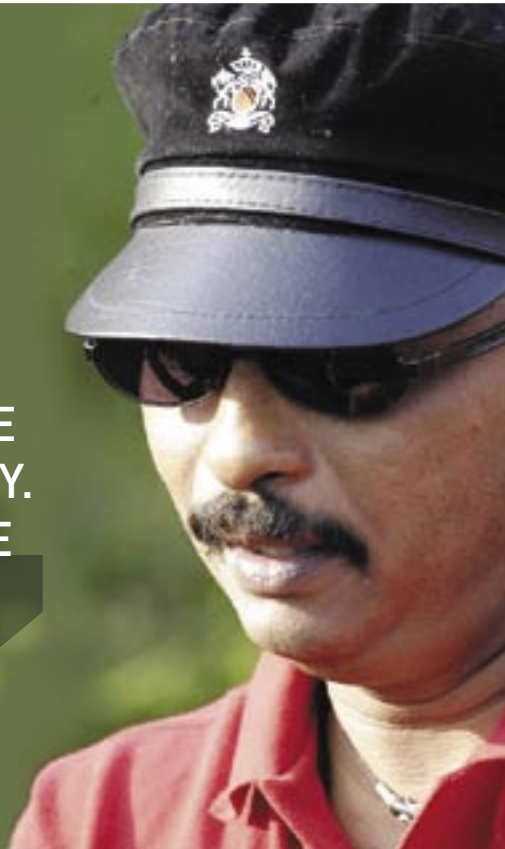
**SREENIVASAN**  
[ ACTOR/DIRECTOR ]

#### **CIRCULATION:**

- Controlled circulation of 500 copies to the Malayalam film and TV industry
- 5,000 free copies circulated to select NRI Malayalees in the UAE.
- 5,000 copies through newstand sales across Gulf, at Dhs 4
- Additional Gulf-wide focused distribution of 5,000 to community centres, malls, associations, restaurants and supermarkets catering to the Malayalee community
- Unique free worldwide digital distribution via Zinio - the technology that allows you to read a magazine on your PC, embedding video and sound clips for extra excitement.
- A steady roll-out of print copies to significant Malayalam communities worldwide, via community associations etc.

AN EXCELLENT  
IDEA AND A GIFT TO  
THE MALAYALEES  
IN THE GULF FOR  
THEIR GREAT  
CONTRIBUTION TO  
THE ECONOMY AND  
SOCIAL GOOD OF THE  
GOD'S OWN COUNTRY.  
I WISH THE VENTURE  
ALL SUCCESS.


JAYARAJ  
[ DIRECTOR ]



### ADVERTISING RATES:

Front Cover Gatefold	\$15,000
OBC	\$10,000
IFC	\$7,400
IBC	\$7,000
IFCspread	\$12,000
DPS	\$9,000
FPC (prime)	\$6,000
FPC	\$5,000

→ Prices for classified ads, vendor listings, inserts, tip-ons, belly bands, bundling deals, cover mounts, special promotions, and other creative options available on request.



I WISH AND HOPE THAT  
THIS WILL BE THE KIND  
OF CELEBRITY READ  
THAT WE TAKE HOME  
AND ENJOY WITH OUR  
FAMILY.

SURESH GOPI [ACTOR]

## TECHNICAL DATA:

W x H, centimeters

DPS

Trim \_\_\_\_\_ 46 x 27.5

Bleed \_\_\_\_\_ 47 x 28.5

Full Page

Trim \_\_\_\_\_ 23 x 27.5

Bleed \_\_\_\_\_ 24 x 28.5

Half Page (Vertical) \_\_\_\_\_ 10 x 26

Half Page (Horizontal) \_\_\_\_\_ 21 x 12

Quarter Page \_\_\_\_\_ 10 x 13

## MATERIAL:

All artwork should be supplied in either Adobe Illustrator, InDesign or Photoshop formats.

All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or if in Illustrator or Indesign converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

→ Advertisements can be designed. Cost to be advised

